

Waco

# **Localism Success Stories**

## **Waco Area Broadcasters**

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**Compiled by the Texas Association of Broadcasters – January 2004**

Texas Association of Broadcasters – 502 E. 11<sup>th</sup> St., Suite 200 – Austin, Texas 78701  
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#### **2002-2003**

*KWTX-TV has a commitment to the communities we serve. Giving back through our programming, production and people has become a tradition. KWTX-TV accepts regular public service announcements and those spots air in the unused rotation as is done on most stations. The community projects listed below are KWTX-TV partnerships with the community. Our news and promotion departments handle promotion of these projects with the spots receiving the same priority for airtime as regular station promotion campaigns. We're Texas Proud of our chunk of the state and all who work here have demonstrated their willingness to give of their time and talent to make this a better place for our neighbors. The past 12 months have brought extraordinary opportunities to serve our viewers. Operation Iraqi Freedom has special meaning in our neighborhood as we're home to Fort Hood. The post is the largest military installation in the world, the only two-division post, the largest business in Texas at one location and has deployed more than 18,500 soldiers with another 17,500 cocked and loaded.*

#### **\*Pledge Campaign**

With war approaching and the real possibility of both divisions at Fort Hood facing deployment to the Gulf, KWTX-TV launched a campaign to not only show our support but also allow our advertisers to show their support. The first spot was simply the pledge of allegiance to the flag over patriotic video. Numerous other spots were created featuring our clients saying the pledge. These spots aired as war clouds loomed over Central Texas.

#### **\*AUSA Soldier Rally**

February 18, 2003, KWTX-TV joined with the Association of the United States Army and 8 Central Texas cities for a community soldier rally in the Killeen Convention Center. KWTX-TV provided a three camera switched remote to feed the big overhead screens so the more than two thousand people in attendance could have a good view. In addition, KWTX-TV produced two patriotic music videos for the program. Country singer/songwriter, Larry Gatlin, performed a patriotic song he had written to honor American heroes called, "Stand Up and Thank Them Now". KWTX-TV videotaped the entire program and produced an hour and a half television special called "Stand Up and Thank Them Now" which aired in place of a CBS basketball game the following Saturday.

#### **\*Wild West Night**

Fort Hood Officers Wives' Club funds numerous charities both on post and off. Wild West Night is their major fundraiser of the year. News 10 Anchor Elise Morgan did a series of spots inviting the community to attend the event. Elise was also the emcee for the event. Organizers credit the News 10 promotion of the event with a significant increase in attendance and funds raised.

### **\*Stand Up And Thank Them Now**

The soldier rally received rave reviews internally and from our viewers. So, KWTX-TV really joined forces with the Association of the United States Army in a 90-day campaign we call "Stand Up And Thank Them Now". We believe it is unique in that KWTX-TV is dedicating a portion of advertising revenue to a special fund established by AUSA to directly serve the needs of soldier families at Fort Hood. Each participating client will become a member of AUSA and proudly display a special project logo on the last few seconds of their television commercial to let our viewers know they are supporting our soldiers.

H-E-B Food Stores joined the partnership with their significant contribution of grocery gift cards directly to AUSA. KWTX-TV will deliver funds regularly to AUSA and present a symbolic check to the organization during our live coverage of the 4<sup>th</sup> of July Parade in Belton.

### **\* Prayer**

Operation Iraqi Freedom brought deep concern to our heavily military community. Not only was there concern about the soldiers of Fort Hood, but also hundreds of reservists from our viewing area were called to active duty. The families of all these troops watched and prayed for their loved ones. As hostilities began, KWTX-TV invited clergy from all faiths to offer a brief prayer for our neighbors called into harm's way. These prayers aired at the conclusion of our six and ten o'clock newscasts, seven nights a week. KWTX-TV has received numerous phone calls, letters and emails praising this project.

### **\*Food For Families**

The rapidly increasing number of "new poor" appearing at area food banks and the plea from those food banks for help prompted KWTX Broadcasting to initiate Food For Families in November, 1990. Designed to stock the shelves, of area food banks and pantries beyond the holiday season, Food For Families gathered 84,435 pounds of food the first year.

In several counties, no food pantry existed prior to Food For Families. Caritas in Waco and the Food Center in Killeen, the primary food relief organizations in Central Texas, helped establish food pantries in the counties where none existed.

The project began as a 7-county drive with the Waco Board of Realtors joining KWTX as a partner the first year. H.E.B. Food Stores became the third partner in 1991.

In 1995, the Waco Association of Realtors left the project to pursue other efforts and the Heart 'O Texas Council, Boy Scouts of America became the third partner of Food For Families.

Food For Families expanded to cover eight Central Texas Counties in 1997.

Texas Army National Guardsmen had been volunteering for Food For Families for several years but complicated federal legislation limited their participation. In late 1998, the Secretary of the Army granted special permission for the Texas Army National Guard to become our fourth partner.

On Friday preceding Thanksgiving, Food For Families is showcased in live television reports every half hour from 6am until 8pm. Television news reporters and anchors broadcast from every site. Volunteers from the Boy Scouts, H.E.B. Grocery Company, the Lions Clubs, Texas Army National Guard and other community organizations staff each site. The food collected in each county remains in that county for distribution by local nonprofit organizations.

Food For Families has grown to become the largest one-day food drive in Texas encompassing 8-counties with 17 televised sites in Central Texas. In 1999, Food For Families gathered more than 929,031 pounds of food.

Food For Families is an annual event for the Boy Scouts of America, H.E.B. Grocery Company, Texas Army National Guard and KWTX Broadcasting.

### **\*Toys For Tots**

KWTX has been involved in a Christmas toy drive since 1979. Toys For Tots is a project of the U-S Marine Corps Reserve. The Marines gather and sort the donated toys and the Salvation Army handles distribution. Rusty Garrett, KWTX lead weather forecaster has been Central Texas Chairman of our Christmas Toy Project for the past 10 years... Rusty and his 10 year old son anchor the television public service announcements which are produced by KWTX for use by cable and KWTX. Toys are collected and stacked around the news desk for two weeks. On the last Friday of the drive, Garrett anchors live, prime-time cutins inviting viewers to drive by our locations in Waco, Temple and Killeen between 7pm and 10pm for a last chance to drop off their toy donations.

#### **\*MDA Telethon**

KWTX has been the Central Texas affiliate for the Jerry Lewis Muscular Dystrophy Association telethon since 1973. News anchors have hosted while other staff members produced and directed the local portions of the telethon. KWTX hosts sites in Waco, Temple and Killeen switching live between the cities during local segments. KWTX is one of the few major network affiliated stations in Texas with this commitment to the Jerry Lewis Telethon. Each year, the Jerry Lewis Telethon on KWTX has increased the amount of money raised over the previous year.

#### **\*Cattle Baron's Ball**

This annual fundraiser for the Central Texas Chapter of the American Cancer Society is second only to Food For Families in complexity and scope for the television station. KWTX-TV writes and produces public service spots featuring some 12 major sponsors of the event each detailing a different aspect of cancer society activities. Spots promoting sponsorship and ticket sales for the event are also produced and aired. Creative Services then produces video of every auction item, News produces a multi-part series on the specific theme, News and Creative Services team up to shoot and produce special videos for the kickoff party, VIP party and the event itself. Engineering and Production spend several days wiring the Heart of Texas Coliseum for the four camera, switched feed to three big screens and multiple monitors throughout the coliseum. News 10 anchors emcee the event from on stage introductions to calling the pig race. The event is scripted and produced as if it were a live television event. Last year's, Cattle Baron's Ball raised \$ to benefit the American Cancer Society.

#### **\*50<sup>th</sup> Anniversary Heart 'O Texas Fair & Rodeo**

To help the Heart 'O Texas Fair & Rodeo mark its 50<sup>th</sup> anniversary, News 10 produced a series of promotion spots heralding arrival of the event, a series of news stories showcasing the historic events thru the years and originated the 5pm news from the fairgrounds each weekday of the 9 days of the event.

#### **\*Check Out Hunger**

This is an innovative and highly successful 8-week program dedicated to raising cash for local food banks. Check Out Hunger uses \$1, \$2 and \$3 tear off coupons placed at the checkout counter of every H.E.B. store in Central Texas. News 10's Mike Barger is the Central Texas spokesman for the campaign and his picture is on the coupon holder at every checkout counter. This year the project raised more than \$15,000 for two Central Texas food banks.

#### **\*Relay For Life**

This American Cancer Society event honors cancer survivors and remembers those lost to the disease. News 10's Sharon Mayo is co-chairman of the event. She produces spots encouraging the formation of teams and attendance at events. Interviews are also booked on our morning and noon newscasts. Teams walk the track at Baylor University's Clyde Hart track to raise money from their sponsors. It's an all night event from which News 10 does live news inserts.

#### **\*Ultimate Drive For The Cure**

This is another American Cancer Society fundraiser with a unique twist. BMW nationally provides cars to local dealers pledging contributions to ACS for every mile driven by participants. News 10 promotes the event with promotion spots and originates "live" news stories during the Noon, 5pm & 6pm newscasts from Scott & White Medical Center, the site of the "drive".

#### **\*Historic Waco Hippodrome Theater**

KWTX-TV formed a partnership with Time Warner Cable and the Waco Hippodrome to promote their season ticket sales and individual programs. All designed to raise funds to keep the historic theater in downtown Waco viable and functioning.

#### **\*Greek Food Festival**

The only Greek Orthodox Church in the community began holding food festivals many years ago. The event had outgrown the church facilities. It was moved to the Waco Convention Center but concerns were about attendance and location. News 10 lead forecaster, Rusty Garrett, produced a spot in their kitchens sampling the food. Attendance far surpassed their expectations.

#### **\*Project Tornado**

KWTX lead forecaster, Rusty Garrett, has taught tornado awareness and safety in the schools for the past 13 years. Project Tornado Booklets are produced by the station and given to students by our weather team when they visit Central Texas schools teaching tornado safety.

#### **\*Ten's Friends**

Waco's Big Brother and Big Sister program is featured weekly on our 10pm news. Sports Director Robert Flores profiles a Little Brother or Sister who needs a friend. KWTX signed on with Big Brothers when a chapter was founded in Waco. KWTX promotes and sponsors teams in the annual Big Brothers and Big Sisters fundraiser, Bowl For Kids Sake.

#### **\*Feast of Sharing**

H.E.B. Food Stores hosts a traditional holiday dinner with music, food and fellowship. The December event held at Baylor University's Ferrell Center has become a holiday tradition to thousands in need of not only food but also companionship. KWTX joined H.E.B. as media sponsor the first year and proudly joins hundreds of volunteers in this memorable community event. KWTX news anchors promote the event and originates "live" cutins during the event inviting viewers to partake

#### **\*Brazos Nights**

The City of Waco's department of Parks and Recreation created free concerts along the Brazos River in downtown Waco each Friday and Saturday night in June & July. KWTX has been the television sponsor for the event since it was created. Thousands enjoy the Waco Symphony Orchestra playing as fireworks blaze over the waters of the Brazos River during Brazos Nights annual 4<sup>th</sup> on the Brazos.

#### **\*Golden Apple**

Each week, News 10 profiles an educator who has been honored by his/her school district for outstanding achievement. Teachers, principals and administrative staff are included in this project. Our goal is to draw attention to outstanding educators in Central Texas and their accomplishments. Dietz Memorial, a local monument company, created marble apples on a wooden base which are presented to each honoree.

#### **\*Classroom Champion**

Each week of the school year, academic achievers who also star in sports are showcased by KWTX Sports in a project called Classroom Champion. The stories air within the newscast and are produced into public service spots which air throughout the daypart. At the close of the school year, KWTX honors each of the weekly winners and their parents at a catered banquet held at the television station. At the banquet, two Classroom Champions are chosen from among the weekly winner to receive scholarships.

#### **\*School Watch Weather**

Computerized weather stations are being placed in schools across Central Texas through the School Watch Weather Project. Modem or Internet to the Doppler 10 Forecast Center links these sophisticated weather stations. Each newscast features weather from one or more of the school sites. A weather curriculum is provided with each weather station and students use the equipment to learn more about weather forecasting. Some 32 schools are now part of the constantly growing New 10 SchoolWatch Weather Network.

#### **\*Severe Weather Closings**

KWTX created a notification system which allows the station to air school and business closings in a fast and efficient manner. Every school district, major employer and significant day care provider is issued a password and special telephone number to use should they close due to weather. This list is computerized in the newsroom for easy access and verification. Closing information is aired almost constantly throughout the morning on days when the information is needed.

#### **\*Central Texas Job Fairs**

KWTX has been a sponsor and participant in job fairs at TAB Conventions, Baylor University, Fort Hood, Central Texas College and the Society of Human Resources Professionals.

**\*Career Days**

News anchors and reporters along with station management regularly visit area schools during their Career Days to talk about careers in Broadcasting and serve as role models. KWTX has long been active in supporting Career Day activities in schools throughout Central Texas

**\*Fort Hood Community Calendar**

225,000 people live within ten miles of Fort Hood headquarters. Most of them directly connected to some aspect of the U.S. Army or Fort Hood. The commander of Fort Hood and III Corps believes the quality of life of soldiers and their families is his most important mission. KWTX endeavored to assist in that mission by creating Fort Hood Community Calendar to list on television a public service calendar of specific interest to the army community.

**\*Community Calendar**

KWTX produces and airs a second Community Calendar dealing with events around Central Texas which aren't covered on the Fort Hood Community Calendar.

**\*Lon's List**

Fun community events from around Central Texas often received scant notice on television prior to the creation of Bowen's Best Bets. Lon Curtis is the morning meteorologist on KWTX who prepares a list of fun sounding happenings for inclusion in the hour-long morning show.

**\*Donation of news videotape archives to Baylor University Texas Collection**

The video tape shot by KWTX photojournalists and aired on KWTX is given to the Texas Collection at Baylor University where it is cataloged and archived for future use.

**\*KWTX Staff Volunteer on Boards and Committees**

From the president of the company to staff photojournalists, KWTX employees volunteer their time to serve on boards of directors, committees and mentoring programs. Staff members coach little league teams, mentor in classrooms, have a veterans activist, and serve on boards such as United Way, Ronald McDonald House, Big Brothers/Big Sisters, American Cancer Society, Family Abuse Center, Central Texas YMCA, Youth Connection, Waco Crime Stoppers and Greater Waco Interfaith Conference, Waco Airport Advisory Board, Family Abuse Center Board, Waco Crime Stoppers Board.



**Big Brothers Big Sisters**

**Treasure the little moments  
that make life magic this holiday season  
and throughout the year.**

*Dana,  
thanks again for  
helping us out. I look  
forward to working with you  
in the future.  
Have a wonderful  
holiday.*

*Sarah Collins*





**McLennan County  
Youth Collaboration**

Brent Hensley  
KBRQ -102.5 "The Bear"  
314 West State Highway 6  
Waco, Texas 76712

Dear Brent,

Thank you for becoming a Media Sponsor for McLennan County Youth Collaboration's 1<sup>st</sup> fundraiser called "Kidding Around," scheduled for Saturday, April 5<sup>th</sup>. Your sponsorship gives you six reservations to the comedy fundraiser, however, we will not be sending tickets. Please have your guests check in at the door. If you know the names of the people who are attending, we will list them at the reservation table. Otherwise, we will simply list your organization.

If you are not planning for anyone to attend, please inform us so that we may receipt you correctly. If no services are given in exchange for contributions, then the entire amount of the contribution is tax-deductible. Otherwise, we must subtract the fair market value to determine your receipt amount.

Thank you for supporting McLennan County Youth Collaboration. We are very excited about our fundraiser, and thankful for your contribution to our success. If you have any questions regarding "Kidding Around," or if you would like to purchase more tickets, please contact me at 753-6002, ext. 219.

Cordially,

Cindy Ward Michaelis, CFRE  
Director of Development  
Communities In Schools-McLennan County Youth Collaboration, Inc



July 23, 2003

Mr. Michael Oppenheimer  
Clear Channel Radio  
314 West Highway 6  
Waco, TX 76712

Dear Michael:

Thank you so much for your support in helping promote the Great Texas Balloon Race. Due to your advertising efforts, the Great Texas Balloon Race was very much a success and our numbers of visitors showed an increase.

I hope that your association with the Great Texas Balloon Race is as meaningful to you as it is to the race. Your generous support helps make this event so great!

Our board of directors works very hard each year to make this the premier event in East Texas. Countless hours from dedicated volunteers and a lot of hard work is well worth it when the event is successful.

With sincere thanks from our board of directors.

Sincerely,

Troy Moore  
2003 Chairman



**DEPARTMENT OF THE ARMY**  
HEADQUARTERS, 2<sup>ND</sup> BATTALION 8<sup>TH</sup> INFANTRY REGT  
4TH INFANTRY DIVISION (MECHANIZED)

REPLY TO  
ATTENTION OF:

LETTER OF APPRECIATION


28 December 2003

Darren Taylor and Chrissy Donaldson  
KWTX 97.5 FM  
314 West State Hwy. 6  
Waco, TX 76712

Darren and Chrissy:

I wanted to thank you for supporting the deployed soldiers from the 2<sup>nd</sup> Battalion, 8<sup>th</sup> Infantry Regiment in the 4<sup>th</sup> Infantry Division. With your support of our *Operation Disc Drive*, we have received over 11,000 CDs and DVDs for the deployed troops. We could not have accomplished our goal without you and your listeners.

The men of 2-8 Infantry appreciate your support. Thank you for keeping them in your hearts and prayers. They are scheduled to redeploy to the United States next Spring. We will stay vigilant until we bring them all home. God bless you and the United States of America.



TIMOTHY A. HUNT  
CPT, MI  
Commanding



January 30, 2003

Oldies 95  
Attention: Dewayne Wells  
314 W. State Hwy. 6  
Waco, TX 76712

Dear Ms. Wells:


**Thank you for hosting a Carter BloodCare blood drive!** Your support and encouragement of others to give may just save the life of someone in our area.


The availability of quality medical care....24/7 is an expectation in our society. You know emergency medical techs, doctors, nurses, and others are on duty all the time to provide emergency care in the event of an accident. Having a ready blood supply is an extremely important piece of the health care picture. The volunteer blood donor, who gives with no knowledge of who he or she might be helping, is the cornerstone of this system.

Because of people who gave at your supported blood drive, blood will be used to help sustain lives. As you know, blood must be donated before the need arises, to allow for testing that assures its safety. Blood donors cannot wait until tragedy strikes, then donate...the supply must be maintained in advance of need.

Again, Hillcrest Baptist Medical Center and the patients we serve thank you for your support of the recent CarterBloodCare blood drive. Please continue to be a blood donor, and encourage others to become regular blood donors. We look forward to your continued support of local blood drives.

Sincerely,

  
\_\_\_\_\_  
Ronnie Glaesmann  
Senior Vice-President

  
\_\_\_\_\_  
E. B. Morrison, M.D.  
Medical Director of Pathology

Dear Max,

On behalf of the Board of Directors and staff of Mothers Against Drunk Driving, Central Texas Chapter, I express my deepest appreciation for you coming out and doing a live remote for the MADD media showdown tournament. It was nice to get to know you and gain your support for MADD. I would also like to thank you for announcing during the tournament your help made our tournament a big success and we look forward to working with you in the future.

Shannon Barkwell  
Shannon Barkwell, LSW  
MADD, CTC Victim Advocate

Dwayne,

Thank you for one  
again being as much  
for the kids & Lumberton.  
We sure appreciated  
having - you are absolutely  
the best there is. Thank  
you for supporting us.  
You're the best!

Debbie  
Minnis

M

WITH SINCERE

GRATITUDE

AND WARMEST

THANKS.



Friends for Life helps elderly and people with disabilities live independently, provides care for those who cannot care for themselves and brings generations together to enrich lives.

Dewayne Wells,

Thanks so much for  
joining us @ Friends for Life  
Saturday @ HEB. We  
appreciate all you do  
for us!  
- Natalie Watson



radiochrissy@hotmail.com

Printed: Wednesday, January 14, 2004 12:01 PM

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**From :** Jenkins Diane <jenkinsdiane@hotmail.com>  
**Sent :** Wednesday, January 14, 2004 12:01 PM  
**To :** "Chrissy 97.5" <radiochrissy@hotmail.com>  
**Subject :** You are appreciated!

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Chrissy,

I'd like to thank you, 97.5 and everyone at Clear Channel radio for all your ongoing help and support. These have been extremely rough times for the blood banking industry and you guys are the ones who always go the extra mile to help us keep enough blood on the shelf. Your PSAs, your support through pushing drives and helping keep the public aware of how critical the need for blood continues to be, and especially the friendly and fun way you present such important information keeps you number one for us.

I can't begin to tell you how many lives have personally been saved by your generous help. When you get the word out about our need, folks respond. On behalf of so many patients and their families, please know how very important all of you are to us. You are appreciated!

Sincerely,

Diane Jenkins  
American Red Cross  
Senior Texas Territory Manager  
Office: 800-460-5433 x 106  
Mobile: 254-744-2430 or 214-9895





THE *My Stuff* FOUNDATION

July 10, 2003

Michael Oppenheimer  
Clear Channel - Waco, Texas (Oldies 95)  
314 W Highway 6  
Waco, TX 76712-

JANEEN HOLMES  
Executive Director

DR. LAURA SCHLESSINGER  
President

DR. LEW BISHOP  
Vice President

KEVEN BELLOWS  
Secretary

KRAIG KITCHIN  
Director

GARY MORRIS  
Director

Dear Michael,

It is with great appreciation that I write to thank you for the terrific items you recently sent for my Foundation's **My Stuff™** Bags program. Your great donation of t-shirts will help us fill our special care bags with just the type of fun stuff these kids need to help them through a tough time in their lives.

Doesn't it just amaze you to hear that nearly 300,000 children in America must be rescued from terrible, abusive situations *each year* and that so often they arrive at crisis centers and foster homes with absolutely nothing of their own? Individual **My Stuff™** Bags, filled with things to do, things to cuddle, things to hold on to, help these children transition into their new surroundings. **My Stuff™** Bags also let the children know that lots of people, people they have never even met, care about what has happened to them.

The Dr. Laura Schlessinger Foundation is well on its way to providing 70,000 **My Stuff™** Bags this year thanks to wonderful donors and volunteers, generous corporate sponsors, and of course, you! But we're not stopping there; we plan to keep on filling bags and sending them until we put a **My Stuff™** Bag into the hands of every lonely child in need of one, each year. So clean out those cupboards often, think of us when you talk to sponsors who just might have things in their warehouses these kids would enjoy, and keep the stuff coming!

Once again, thanks for responding so quickly and so generously to my request for items for these deserving children. It truly touches me to have your support for this mission so close to my heart.

Sincerely,

Dr. Laura Schlessinger

P.S. The Dr. Laura Foundation is also always in need of additional funding for **My Stuff™** Bags. If you'd like to help us with a fundraiser, please contact Janeen Holmes, Executive Director, at 818-865-3860.

Dean Dierker,

With many thanks  
for your kindness.

On behalf of the Anne Cancer Society,  
Thanks so much for you  
generous donations for this  
years Relay for Life. Thanks  
Again!

Sincerely,  
Gin Brown  
Event Committee



REPLY TO  
ATTENTION OF:

**DEPARTMENT OF THE ARMY**  
HEADQUARTERS, 2<sup>ND</sup> BATTALION 8<sup>TH</sup> INFANTRY REGT  
4TH INFANTRY DIVISION (MECHANIZED)

LETTER OF APPRECIATION


19 October 2003

Max and Tamme:

I wanted to thank you for supporting the deployed soldiers from the 2<sup>nd</sup> Battalion, 8<sup>th</sup> Infantry Regiment in the 4<sup>th</sup> Infantry Division. SGT Stroud has informed us that you have helped support our *Operation Disc Drive*. We have reached the halfway mark of our goal and we are confident that we'll succeed at obtaining 10,000 CDs/DVDs for the troops in Iraq.

The Certificate of Appreciation is our way of thanking you and giving you the opportunity to display our gratitude in your office or home. We ask that you continue to help us by passing on the information about *Operation Disc Drive*. Our information is posted on the website, [www.armywalloffame.com](http://www.armywalloffame.com) on the Home Page under the *Operation Disc Drive* heading.

The men of 2-8 Infantry appreciate your support. Thank you for keeping them in your hearts and prayers. They are scheduled to redeploy to the United States next Spring. We will stay vigilant until we bring them all home.

  
TIMOTHY A. HUNT  
CPT, MI  
Commanding

3-11-03

Max-  
You're a dear. I can't  
say thank you enough for  
all you did for Trinity  
Lutheran School Golden  
Anniversary Dinner. Everyone  
there enjoyed you celebrities,  
they enjoyed getting to meet  
each one of you and it was  
such a great feeling for me  
to see what wonderful  
friends I have. The event  
has raised close to \$13,000<sup>00</sup>  
After expenses.  
Thank you again,  
Maue



# SCOTT & WHITE

March 6, 2003

Oldies 95 – KCKR FM  
Max and Tamme  
314 West Hwy 6  
Waco, TX 76712

Dear Max and Tamme,

We want to express our gratitude for your help in making Saturn Donor Day of Waco a great success. Together, we raised awareness about donations of marrow, blood, tissue, and organs, and also added numerous potential donors to the National Marrow Donor Registry.

You both were a delightful addition to the day's events, and the radio coverage definitely helped spread the word. We thank you for hosting your broadcast with us and providing give-away items to tempt people to join us! Your laughs kept us charged throughout the day, and we look forward to laughing more with you in the future.

Sincerely,

The Scott & White Marrow Donor Program

*"Things Are Different Here"*

**SCOTT & WHITE  
MEMORIAL HOSPITAL  
AND SCOTT, SHERWOOD  
AND BRINDLEY  
FOUNDATION**

2401 South 31st St

**SCOTT & WHITE CLINIC**  
An Association Affiliated  
With Scott and White  
Memorial Hospital and  
Scott Sherwood and  
Brindley Foundation

Temple Texas 76708

**THE TEXAS A&M UNIVERSITY SYSTEM  
HEALTH SCIENCE CENTER  
COLLEGE OF MEDICINE,  
TEMPLE CAMPUS**

(254) 724-2811

**MARROW DONOR  
PROGRAM**

Fax: 254-724-9601

Internet Home Page: <http://www.sw.org>

Marrow Donor Program Home Page: <http://marrowdonor.sw.org>

# Fuzzy Friends Rescue

January 17, 2003

Mrs. Tammie Taylor and  
Mr. Max Tooker  
Oldies 95 – The Oldies Station  
314 W. State Highway 6  
Waco, Texas 76712

Dear Tammie and Max,

On behalf of Fuzzy Friends Rescue, thank you...thank you...thank you for your generous support of our 2<sup>nd</sup> Annual Barkin' Ball. We promised a "howling" good time and based on the smiles and remarks from the crowd, we succeeded. From the great bands to the wonderful array of food to our adorable mascots, "Dottie" and "Spot"; time just seemed to just "flea". ("Paw"-don me, I couldn't help myself!)

This event was such a joy to put together and the outpouring of love shown to Fuzzy Friends Rescue has once again been overwhelming. We do not have a final total on the amount raised, but the figure will be close to \$100,000 and we owe that success in part to you for your **generous underwriting support!!!**

The proceeds raised from this event will play a vital role in enabling Fuzzy Friends to continue it's wonderful work in our community and your wonderful gift will go far in helping our efforts to rescue and care for the helpless animals in our community.

Because of the success of this event, we now have the money to start our micro-chipping of every animal before it leaves Fuzzy Friends. Nationwide, this program has helped reunite lost pets with their owners.

From the Board of Directors and from all of us at Fuzzy Friends, we thank you! **You are very much appreciated!!** At your convenience, please give me a call. I would love to give you a tour of Fuzzy Friends.

Sincerely,

*Betsy Brown*  
Betsy Robinson

*Thanks for all  
jackets too. They  
were great !!!*

## **Wells, Dewayne**

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**From:** Buddy Edwards [BEDWARDS@hillcrest.net]  
**Sent:** Wednesday, May 14, 2003 4:59 PM  
**To:** Wells, Dewayne  
**Subject:** RE: Alzheimer's Association-Waco "Memory Walk"

Dewayne--I wanted to thank you and KBGO again for your participation in the Memory Walk! Your support was wonderful, and the promotions you did really helped the turnout. Oldies 95 is a real blessing to our community, and I especially appreciate your willingness to be flexible in meeting the needs of our event. We look forward to working with you again in the future.

P.S., I guess I need to pick up the extension cord I left with you. I hope it hasn't been a pain for you to mess with it. Let me know a convenient time, and I'll get it from you.

Thanks for everything, Buddy

97.5

On behalf of the  
University High School Class  
of 2003, we would like to  
thank you for your generous  
donation of CD's and T-shirts.  
We appreciate you for helping  
to support this chemical  
free party.

Thanks,  
Jessica McNary  
+  
class of 2003



**Goodie**  
Carmen Box Kid

**Goodie**  
Carmen Box

Dear Michael + Tay -

Thanks to you again for  
your support of Cameron Park Zoo!  
ZooBilee/Kid ZooBilee 2003!

Your company offers us the  
best in promotion and we  
appreciate it so much.

Thank you again!

Dwaine McGregor

Lucy Carter  
Waco

## All we get is traffic

NAFTA supporters and our local economic so-called experts have failed to show our local economic communities any increase in revenue. The liberal agenda has proved one thing by constructing the General Motors Freeway, known as Interstate 35 — industries that have relocated to Canada and Mexico have profited by the highway's reconstruction.

The United States spends more money in both countries than we receive in return. American manufacturing jobs have been reassigned to both countries. American workers have lost their jobs. American agriculture is competing with countries that use DDT on their produce. Earned revenue from American companies in those two countries is exempt from taxation.

Pharmaceuticals made in the United States are sold for less in Canada and Mexico than here.

The American consumer needs to not only boycott foreign goods from Canada and Mexico but the relocated American goods as well.

**Peter Romanenko**  
Elm Mott

## Thanks for donations

Thank you, Waco metro area, for helping Compassion Ministries reach another milestone. A special thanks goes to the radio listeners of Central Texas for their overwhelming support of "Jay in the Box."

The final totals are in, and Jay and Chrissy of 97.5 FM raised \$14,000 for Compassion Ministries. This money, added to funds already raised, is enabling us to break ground for a new

housing duplex and also the completion of Compassion's administrative offices on Austin Avenue.

Compassion Ministries is the only transitional shelter in the Central Texas area offering a 90-180-day program for those who are ready to make the necessary life changes in order to move from dependency to employment and permanent housing.

**Gaynor Yancy**  
Chairman of Compassion Ministries Board of Directors

Charles' interest in Compassion Ministries began four years ago during a series of call-in phone conversations with Jill McCall, executive director of the shelter. In their dialogues on the air, Charles became aware of the seriousness of the homeless situation in the Waco area.

Compassion's Hope House, which opened last July, has 52 beds and has stayed at capacity, McCall said. In 2002, the ministry housed 137 people at its facilities, including 50 children ranging in age from 6 months to age 16. This year, Compassion plans to build a duplex unit to house two more families behind its office and community center at 1421 Austin Ave.

"That is all the building we plan to do," McCall said. "We purposely don't want our program to grow too large so that we can continue to assure quality. We have been fortunate to receive some generous grants, but they are for

## JAY IN THE BOX

Cash and check donations can be dropped off to Jay Charles while he's in the box from 7 a.m. April 29 to 7 p.m. May 1 at 314 W. Highway 6. Credit card donations can be phoned in to 388-5975 in Waco or (800) 388-5975 toll-free.

For more information, call Compassion Ministries at 755-7640.

designated purposes only, so our fundraising efforts continue to be crucial to the shelter's existence."

Businesses, churches, synagogues, schools, civic groups and individuals are encouraged to "challenge" each other to match contributions to Jay in the Box, she said.

Compassion Ministries provides shelter while residents acquire necessary life skills and move toward financial independence. ★

Crawford High School  
Junior Class  
200 Pirate Drive  
Crawford, TX 76638

May 20, 2003

KWTX\_FM 97.5  
Clear Channel Communications  
Waco, TX 76710

Dear KWTX\_FM 97.5:

On behalf of the junior class of Crawford Independent School District, we would like to thank you for your donation of T-shirt.

Your show of support helped make the 2003 Crawford High School Prom the best yet.

Thank you again for your donation.

Sincerely,

*Manda Campbell*

Junior Class Representative



First Woodway Christian School  
13000 West Woodway Drive  
Woodway, Texas 76712

Thank You

April 22, 2003

Thank You

Dear **Jay Charles in the Morning 97.5 FM,**

Thank You

Your business made a donation to the First Woodway Christian School "A Taste of Honey" spaghetti supper and auction. Due to the support and generosity of local businesses like yours, our fundraiser was a great success. The money will be used to add 4<sup>th</sup> and 5<sup>th</sup> grades to our growing facility.

Thank You

We thank you for your support and look forward to working with you during next year's event.

Thank you,

Thank You

*Nancy Purdy*

Nancy Purdy  
Administrator

Thank You

Thank You

Thank You

April 5, 2003

For more information, contact:  
Jill McCall, Executive Director  
Compassion Ministries Inc.  
(254) 755-7640

FOR IMMEDIATE RELEASE:

JAY IN THE BOX FUNDRAISER  
FOR COMPASSION MINISTRIES  
APRIL 29 – MAY 1

Jay Charles, morning show host on Waco radio station KWTX 97.5FM, will be back in the box for the fourth year, raising money to benefit Compassion Ministries, Waco's only transitional homeless shelter.

Jay in the Box will be April 29 – May 1 with the goal of topping last year's contributions of \$10,000. As a way to simulate the plight of the homeless in our community, Charles will live, eat and sleep in the box from 7 a.m. April 29 until 7 p.m. May 1. The box will be on a flatbed truck outside the radio station on Highway 6. The station is owned by AMFM Clear Channel Inc.

New this year, Charles will offer on Monday, April 28, a "Payola Day," where listeners can call in and with a donation request a selection from the station's play list. Also on one day of the fundraiser, Charles will hold a "Shout Out," where people can make a donation and get an opportunity to speak on radio.

"People really respond when they know their money is helping to keep families together," Charles said. "Kids being driven to school by their moms will hear me on the radio and make their moms drive by the box so they can give their lunch money. Single moms, who are just barely making ends meet themselves, set up collections in their work places."

A popular part of the fundraiser from years' past has been when former Compassion residents stop by the box to share their stories. "It never fails to affect people when they hear about the courage of a single mom trying to keep her family

together while she gets a job and gets back on her feet financially," Charles said. "It makes everyone stop and think about what they can offer."

Charles' interest in Compassion Ministries began four years ago during a series of call-in phone conversations with Jill McCall, executive director of the shelter. In their dialogues on the air Charles became aware of the seriousness of the homeless situation in the Waco area.

Studies show there are 150 families in our community at any given time that do not have a home. The fastest growing segment among the homeless population is women and children. As a result, the average age of the homeless in our nation is 11 years old.

Compassion's new Hope House opened in July of last year with 52 beds available and has stayed at capacity since its opening, McCall said. In 2002, Compassion housed 137 at its facilities, including 50 children ranging in age from 6 months to age 16. The ministry plans to build a duplex unit to house two more families in 2003 behind its office and community center at 1421 Austin.

Businesses, churches, synagogues, schools, civic groups and individuals are being encouraged to "challenge" one another to benefit the shelter.

Compassion Ministries is a nonprofit organization that provides shelter for up to 180 days for homeless women and children while they acquire necessary life skills and move toward financial independence, employment and permanent housing. The ministry provides referrals to local service agencies, drug counseling, employment training, parent education and health care.

Donations may be made in cash, check or by credit card. Cash and check donations may be dropped off in person to Jay while he's in the box at the radio station, 314 W. State Highway 6, or people can call in credit card donations to 1-800-388-5-975 or just 388-5-975 locally.

For more information about the fundraiser, call Compassion Ministries at (254) 755-7640.

END





Johnnie D. Bradshaw  
President  
(254) 755-7257

Bill Gerick  
Vice President  
(254) 744-8411

Scott Vaughan  
Songwriters  
(254) 772-6256

Dave Blanton  
Treasurer  
(254) 848-9659

*Supporting Live Music in Central Texas*  
— SINCE 1999 —

**November 3, 2003**

**Dear Musicians Friend,**

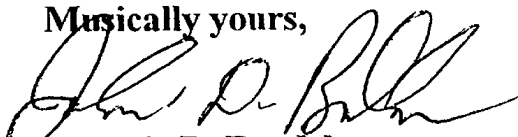
The Board of Directors of the Music Association of Central Texas would like to thank you for supporting our second annual River Jam held Saturday, September 20, 2003 at the M.C.C. Bosque River Stage. The attendance was a nice improvement over our first year and because of monetary contributions, promotional items and services provided by supporters like you, we believe the River Jam was a success.


Our goals were to present and promote local/regional musical groups in a positive way and raise funds for Caritas. We accomplished both goals by having a wonderful concert and presenting officials from Caritas with a check during our October 20, 2003 M.A.C.T. monthly meeting.


Because of good folks like you, we believe that future River Jams will continue to increase in attendance and our contributions to Caritas should increase significantly.

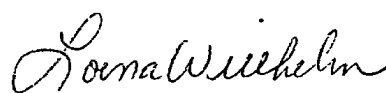
**Again, Thank You For Your Help and Support!**

Musically yours,

  
**Johnnie D. Bradshaw**  
President

  
**Bill Gerick**  
Vice-President

  
**Dave Blanton**  
Treasurer

  
**Lorna Willhelm**  
Secretary

  
**Scott Vaughan**  
Publicity & Songwriting

# Jay in the Box

**Compassion Ministries  
needs your help —  
and so does Jay Charles!**

Once again this year, popular  
97.5FM morning radio host  
Jay Charles will help raise  
awareness of the plight of the  
homeless in our community by  
living in a box

**April 29 - May 1**

Drive by Jay's box at 97.5FM  
radio station, 314 W. State  
Highway 6, and make a dona-  
tion. Challenge your friends,  
civic and social groups, or like  
businesses. Or, call  
**1-800-388-5-975**  
for a credit card donation.



SHUTTERING FAMILIES  
CHANGING LIVES



*Compassion*  
MINISTRIES

# Street Talk Daily

## 3/28/03

### Wal-Mart Manager Shoots Self In Foot

And no, not because they left the gun case unlocked. It's just a figure of speech. A Wal-Mart in Jacksonville, AR, a suburb of Little Rock, created a PR nightmare for itself Wednesday when a manager kicked out a local radio station that was collecting donations for U.S. troops. **Heather & DC**, the morning duo on Citadel CHR/Pop **KLAL (Alice 107.7)**, had dispatched an intern down to the store parking lot to solicit USO donations. Some tight-assed manager claimed they didn't have permission and told them to leave, prompting an immediate outcry from the local National Guard armory and nearby Little Rock Air Force Base. The store manager quickly flipped into damage control mode, claiming the incident was just a misunderstanding.

"We received a huge outpouring of support from other Wal-Marts all over Central Arkansas," says OM/PD **Randy Cain**. "They told us, 'Please come to our store — you're welcome anytime,'" he says. The store later apologized and invited the station back yesterday, when they were joined by Army and Air Force personnel. "Maybe Wal-Mart will now realize the power of radio — in their very own backyard," says Cain, "and fork over an ad dollar or two."



### Secret Weapon In The War

**KWTX/Waco, TX** PD/morning guy **Jay Charles** tells us he's been receiving "massive phones" after playing "Somebody's Praying Me Through" by **Allen Asbury** on Doxology Records, a small Christian label. "We're only 30 miles away from Ft. Hood, and this song has caused quite a reaction," Charles tells **ST Daily**. "I got a call yesterday morning from a soldier headed to the base who told me, 'Dude, it's not cool to make a soldier cry on his way to work.'" The song contains testimonies from real soldiers as well as a clip of a

speech by President Bush. Granted, Charles is operating from the heart of the Bible Belt, adjacent to the nation's largest military installation, but, given the current world situation, this song may strike the proper chord with other formats.

### Quick Hits

**WHYI (Y-100)**/Miami late-night personality **Nikki Nite** segues to nights at **WSTR (Star 94)/Atlanta**. Overnigher **Chris Carter** had been covering the shift since last November when **Tripp West** moved to middays.

• **Don Gosselin** has resigned as OM of Citadel's six-station cluster in Baton Rouge. He can be reached at 225-368-0057.

### Condolences

Our most sincere condolences go out to **WQSX/Boston** PD **Jerry McKenna** on the passing of his father. **Jerry McKenna, Sr.** died Wednesday, March 26 of natural causes. He was 81. The wake will be held tonight at the McGrath Funeral Home in E. Boston, while the funeral will take place tomorrow at 10am at Our Lady of Assumption Church, also in E. Boston. McKenna Sr. is survived by his wife, Angela, and five children.

• We are saddened to report the death of **Charles Edward DuCoty**, 35-year-old son of **WKQX (Q101)/Chicago** VP/GM **Chuck DuCoty**. The younger DuCoty leaves two young children behind.

—Kevin Carter/Street Talk Daily Editor (310) 788-1659  
E-mail:

**Participate In R&R's Street Talk Daily: Call Kevin Carter @ 310-788-1659**

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**CONNOISSEUR RECORDS** would like to introduce

# BROOKE

and his first single

“

”

**Impacting MARCH 31st**

**In stores MAY 20th**

▷ Contact: Drew Ferrante **310-360-7700**



NBC 6 News    Temple/ Waco/ Killeen/ Bryan, Texas  
[www.kcentv.com](http://www.kcentv.com)

March 28, 2003

Dear KWTX-FM crew:

I just wanted to drop you a note and thank you for the kind words you broadcast regarding our coverage of the Fort Hood deployment this week.

As fellow broadcasters, I'm sure you can appreciate how technically difficult it is put something like that on the air for a solid hour...then the president decides to hold a news conference at the exact same time!

But we have a great crew here. They really knocked themselves out to get both events on the air for our viewers.

Like you, we get plenty of complaints about how we run this TV station, but very few public compliments, so your support means a lot.

We just hope all our soldiers will quickly come home, safe and unharmed.

Sincerely,



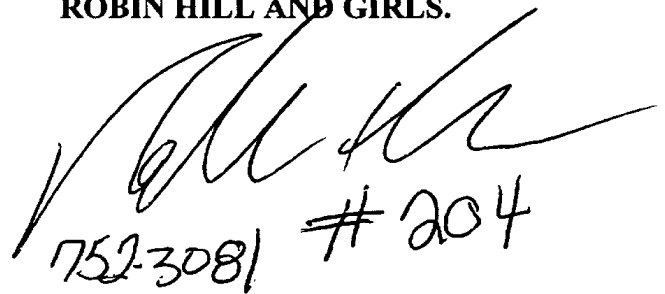
Dan Schillinger  
News Director

Letter to the Editor,

Jan 20,03

**I would like to Thank everyone who donated to the Brown family at the Compassion Hope House. A lot of people made it possible for my children to have a wonderful Christmas. I Would like to say Thank You to Compassion staff who have been here for me and my family not sure where we would be if it were not for all the people who are involved with compasion. Special thanks to all the staff at 97.5 for taking their time to put our stories on the internet and air. Thanks to everyone at Austin Ave Methodist Church who sponser my apartment and have also been great to my family . Also to Katie Flowers and F irst United Methodist of Woodway for their help. To The female Baylor athletics dept And To All those unnamed we are thankful. God Bless.**

**THANKS,  
ROBIN HILL AND GIRLS.**



752-3081 #204